IMPLEMENTATION OF ANALYTIC HIERARCHY PROCESS AT THE SELECTION OF HYDROPONIC VEGETABLE DISTRIBUTION IN SURABAYA

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ABSTRACT

In Surabaya, analytic hierarchy process has not much used in the agricultural sector even though this analysis can be applied to assist the owner in seeing the right market opportunities in distribution vegetables. This research material is a vegetable hydroponics producer in Surabaya, East Java. The data collection system in this study uses questionnaire techniques, interview techniques, and documentation techniques. This type of research uses survey methods. Data analysis used is descriptive or qualitative analysis used to determine the characteristics of respondents and to know the role of each activity in the distribution of hydroponic vegetables. Besides that, trust and commitment analysis is used to see how much influence the attachment between a hydroponic vegetable producer and suppliers. The method of analytic hierarchy process provides an overview of some suitable places to continue the partnership and some places that are feasible not to continue the partnership. But this depends on the decision of each producer of vegetable hydroponics. Improvement in the selection of hydroponic vegetable distribution is expected to be carried out by each producer so that they can achieve better profits and are in line with the costs of hydroponic vegetable production. In addition, the use of analytic hierarchy process is needed to read marketing business opportunities so that it can improve the balance in production.

Key words: Implementation Analytic Hierarchy Process, Selection of Hydroponic Vegetable Distribution, Hydroponic, Hydroponic Vegetable, Vegetable Distribution